Supply chain and gender relations in ornamental plants business CV. Malino Florist in South Sulawesi

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Abstract. The research aims to find out the flow of ornamental plant supply chains within the company the efficiency of ornamental plant supply chains within the company the gender relations in the ornamental plant supply chain process within the company. The data used in this study are primary data and secondary data. Data is processed into three stages. First analysis of ornamental plant supply chains using three supply chain streams, supply chain performance is measured by the efficient use of time, cost, and income. Gender relations inequality and fairness analysis will be easier to see access and control. The results of this study indicate that the flow of products or goods involves the flow of physical products from suppliers to consumers through the chain, as well as product returns and service returns. Financial flow is a picture of the flow of money/capital that starts from the consumer as a buyer and then flows into the chain and will eventually reach the producer or company to be used as production costs. Information flows 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, the total marketing costs incurred by the company CV. Malino Florist IDR 50,940,996 and get a total profit of IDR 55,159,004 with a R / C Ratio of 2.08, it can be seen that from the results of the R / C obtained, ornamental plant companies are categorized as efficient and profitable because the R / C Ratio obtained> 1 Ornamental plant distribution activities covers activities carried out by employees ranging from harvesting activities to transportation activities with an average of 2.5 or equal to 10 hours carried out once a week, in accordance with the basic concept of "Just In Time" in the supply chain. Access and control of resources in the ornamental plant business are controlled by one company member, the leader (male). 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 dominant company is carried out by one company member, namely the leader (male).

1. Introduction

Floriculture is one of the sub-sectors that has the potential to become a new center of growth in the agricultural sector. There are three reasons that support the above, namely 1) Potential diversity of ornamental plants that have economic value 2) Market potential of ornamental plant products, both domestic and export, and 3) The potential availability of land for the development of ornamental plants in Indonesia is still quite extensive. Therefore is important to build institutional business partnerships that need each other, and are mutually beneficial and implement reliable quality
management, so that ornamental plant commodities can meet market demands. Institutional partnerships are incorporated in a network or chain commonly referred to as a supply chain (supply chain) that carries out the distribution of goods or services from producers to customers. Indrajit and [1] suggested that the supply chain involves a continuous relationship regarding goods, money and information.

The business of ornamental plants can’t be separated from the role of human resources in each supply chain subsystem. Men and women essentially have the same potential in developing and carrying out a business both as an owner and as a worker. This is no longer in line with [2], that the culture of cultural patriarchy that is formed in society ultimately creates the status and role of women placed in the domestic sector, whereas men in the public sector. Women in general are only considered as additional breadwinners while men are considered as primary breadwinners, [3] also suggests that there have been institutional changes at various stages of work which one of the effects is the marginalization of the role of women. Therefore it is necessary to review practices in the world of work, especially in the informal sector such as ornamental plant companies to find out how the process is inside, whether there is still a gender gap or not.

2. Methodology

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 goods, 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

\[ \pi = \text{TR} - \text{TC} \]  \hspace{1cm} (1)

Where:

- \( \pi \) : Company Income (Rp)
- \( \text{TR} \) : Total Revenue or total company revenue (Rp)
- \( \text{TC} \) : 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:

\[ \frac{\text{TR}}{\text{TC}} \]  \hspace{1cm} (2)

Information:

- \( \text{R} / \text{C} \) ratio (Revenue Cost Ratio) = Cost of Revenue
- \( \text{TR} \) : Total Revenue or total company revenue (Rp)
- \( \text{TC} \) : 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 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 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 behavior in controlling resources while working in an ornamental plant company

3. Results and Discussion

3.1. State of Ornamental Plants in South Sulawesi
One of the centers of ornamental plant production in Indonesia is South Sulawesi. Ornamental plants in South Sulawesi are one of the commodities that have high economic value and have prospects as leading export commodities as well as for domestic marketing. Ornamental plants in general description refers to all plants that are intentionally planted as components of a garden, home garden, room beautification, fashion decoration, or as cut flowers (bouquets and bouquets).

Based on its type, ornamental plants in South Sulawesi are divided into 5, namely flower ornamental plants, leaf ornamental plants, fruit ornamental plants, root ornamental plants, and stem ornamental plants. Meanwhile, based on the place, there are ordinary ornamental plants, hanging ornamental plants, and water ornamental plants.

In 2017 in South Sulawesi there were 10 regencies / cities that had sufficiently developed ornamental plant production including Bulukumba, Bantaeng, Gowa, Sinjai, Maros, Pangkep Barru, Pinrang, North Toraja, Makassar and Palopo. The most widely grown ornamental plants in 10 regencies / cities are orchids with a total harvest area of 840 m$^2$, production of 2,619 stems, productivity of 3.12 stems / m$^2$. 
Table 1 Ornamental plant products in South Sulawesi in 2017.

| City Name | Chrysanthemum | Ixora/Soka | Orchid | Palm | Adenium |
|-----------|---------------|------------|--------|------|---------|
|           | Harvest Area (M²) | Productivity (Stak/m²) | Harvest Area (M²) | Productivity (Stak/m²) | Harvest Area (M²) | Productivity (Stak/m²) | Harvest Area (M²) | Productivity (Stak/m²) | Harvest Area (M²) | Productivity (Stak/m²) |
| Selayar   | -              | -          | -      | -    | -       |
| Bulukum bu | -              | -          | -      | -    | -       |
| Bansang   | -              | -          | -      | -    | -       |
| Jeneponto | -              | -          | -      | -    | -       |
| Takalar   | -              | -          | -      | -    | -       |
| Gowa      | 128,026        | 831,100    | 6.49   | 45   | 690     | 15.33   | 101   | 12    | 48    | 4.00   | 3       | 8       | 2.67   | 40    | 81    | 2.03   |
| Sinjai    | -              | -          | -      | -    | -       |
| Maros     | -              | -          | -      | 10   | 17      | 1.70    | -     | -     | -     | -      | -       |
| Pangkep   | -              | -          | -      | 50   | 50      | 1.00    | -     | -     | -     | -      | -       |
| Barru     | -              | -          | -      | 50   | 50      | 1.00    | -     | -     | -     | -      | -       |
| Bone      | -              | -          | -      | -    | -       |
| Soppeng   | -              | -          | -      | -    | -       |
| Wajo      | -              | -          | -      | -    | -       |
| Sidrap    | -              | -          | -      | -    | -       |
| Pinrang   | -              | -          | -      | 4    | 13      | 3.25    | -     | -     | -     | -      | -       |
| Enrekang  | -              | -          | -      | -    | -       |
| Luwu      | -              | -          | -      | -    | -       |
| Tanu toraja | -          | -        | -      | -    | -       |
| Luvu utara | -              | -        | -      | -    | -       |
| Luvu timur | -              | -        | -      | -    | -       |
| Toraja utara | -          | -        | -      | -    | -       |
| Makassar t | 2              | 18        | 9.00   | -    | 50      | 645     | 12.90  | -     | -     | -     | -       |
| Purwopare | 48             | 77        | 1.60   | 79   | 157     | 1.99    | 441   | 491   | 1.11  | 290   | 415     | 1.43    | 57    | 110   | 1.91   |
| Palopo    | -              | -          | -      | -    | -       |
| Sul-Sul   | 128,199        | 831,685   | 6.49   | 183  | 948     | 5.18    | 840   | 2,619 | 3.12 | 1.24  | 3       | 2,726   | 2.19  | 957   | 7.155  | 7.48   |

There are 2 regencies / cities that are actively developing 5 types of main ornamental plants in South Sulawesi in 2017, namely Gowa Regency has chrysanthemums (harvested area 128,026 m² and production of 831,100 stalks), ixora / soka (land area of 45 m² and production of 690 stalks), orchids (land area of 270m² and the production of 1,290 stalks), palm (land area of 832m² and the production of 1,875 stalks), adenium (land area of 860m² and the production of 6.964 stalk), and Makassar City.
had a chrysanthemum (harvested area of 48 m\(^2\) and production of 77 stems), ixora / shelled (land area of 79 m\(^2\) and the production of 157 stalks), orchids (land area of 441 m\(^2\) and the production of 491 stalks), palm (land area of 290m\(^2\) and the production of 415 stalks), adenium (land area 57m\(^2\) and 110 stems production).

3.2. 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 2. 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                    | -                   | -  |
|    | 50-59                    | 2                   | 10%|
| 2  | Gender                   |                     |    |
|    | Male                     | 15                  | 69%|
|    | Female                   | 7                   | 31%|
| 3  | Education                |                     |    |
|    | Elementary               | -                   | -  |
|    | 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%|

CV. Malino 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.
3.2.1. 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 box car to maintain its freshness after processing or packaging of the ornamental plant reaches the consumers.

3.2.2. Financial Flow. Financial flow starts from the CV. Malino Florist is in the form of payment 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 (IDR 1500/kg) and MgSO4 (IDR 2100/kg) each as much as 240 kg per week or the cost of weekly fertilizer Sp-36 (IDR 360,000) and MgSO4 (504,000). For 18 screen houses can spend 2 reams of paper per paper ream IDR 200,000 (IDR 400,000). Besides paper, tape is also needed in the process of packing up to 6 rolls with a price per roll of IDR 12,000. After harvesting the ornamental plant products then transported to the office of CV. Malino Florist in Makassar uses a box car that needs oil costs of IDR 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 [4].
3.2.3. 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 IDR 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 IDR 500,000 wreaths board, composed by various of sizes ranging from the smallest 2x1 , 5 m with the largest price IDR 350,000 up to 4x2 m IDR 1,500,000.

3.3. 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 (Vorst 2006). Measurement of supply chain performance in this study is based on production costs and delivery times.

Marketing costs 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 3. R/C Ratio of CV. Malino Florist companies in South Sulawesi.

| No | Cost Type                  | Total (Unit) | Unit Price (IDR) | Value       |
|----|---------------------------|--------------|-----------------|-------------|
| 1  | Fixed cost                |              |                 |             |
|    |  Land Lease               | 1            | 8,400,000       | 8,400,000   |
|    |  Employee salary (person) | 22           | 1,300,000       | 28,600,000  |
|    |  Tax                       | 1            | 83,330          | 83,330      |
|    |  Depreciation Tool (fruit) | 11           | 691,666         | 691,666     |
| 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 (team)             | 2            | 200,000         | 400,000     |
|    |  Ribbon hemp rope (fruit) | 5            | 10,000          | 50,000      |
|    |  Baldu Fabric (meter)     | 45           | 30,000          | 1,350,000   |
|    |  Plastic (sheet)          | 100          | 3,500           | 350,000     |
|    |  Stip (fruit)             | 20           | 6,000           | 120,000     |
|    |  Wet Cork (fruit)         | 50           | 10,000          | 500,000     |
|    | 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  |
|    |  Landscape Park           | -            | -               | -           |
|    | Total Revenue             |              |                 | 106,100,000 |
|    | Total Income              |              |                 | 55,159,004  |
|    | R / C Ratio               |              |                 | 2.08        |
Table 3 shows that, the total marketing costs incurred by the company CV. Malino Florist IDR 50,940,996 and get a total profit of IDR 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. Response speed is generally determined by the time required by each activity and process in the supply chain.

**Table 4. Time/duration of distribution activities of ornamental plants to the office CV. Malino Florist**

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

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.

### 3.4. Gender Relations in Ornamental Plant Companies CV. Malino Florist

**3.4.1. 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.

**Table 5. Percentage of access and control of 22 ornamental plant employees in the 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     |        |        |
Access to the flow of production dominated by men in accordance with the table 10 is equal to 72.73 percent at the stage of planting, 68.18 percent in stages watering, 63.64 percent at the stage of harvest, and 68.18 percent 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. Access to financial flows is dominated by men 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.

3.4.2. 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 watering 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.

| Company Activity       | Labor M | Labor F | Labor D/ W | Hour | Total Month | Total L. | Total P. |
|------------------------|---------|---------|------------|------|-------------|----------|----------|
| Planting               | 8       | 4       | B          | 4    | 48          | 32       | 16       |
| fertilizer application | 3       | 2       | M          | 4    | 80          | 48       | 32       |
| Sprinkling             | 4       | H       | 2          | 240  | 240         | 240      | 240      |

Table 6. Employees of ornamental plant companies CV. Malino Florist
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       | 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|      | 18.1 |      |      |
| 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|      |      |      |
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 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.

4. Conclusion

Based on the description of the results of the study it can be concluded as follows:

4.1. Supply Chain

Ornamental plant supply chain CV. Malino Florist in South Sulawesi consists of producers or main actors, namely CV. Malino Florist itself. The three supply chain streams at the study site look good, including the timeliness of transporting ornamental plants that have been harvested in accordance with consumer demand and companies that partner with CV. Malino Florist.

The flow of products or goods involves the flow of physical products from suppliers to consumers through the chain, as well as the reverse flow of product and service returns. The products that are distributed in marketing are ornamental plants. The flow of products begins from the screen house or ornamental plant gardens. After going through the planting process to the post going through the sorting process in this case seeing the perfection of the leaf stems and stems, after the sorting process the product is packaged and then transported to the office CV. Malino Florist in Makassar.

The financial flow is a picture of the flow of money/capital that starts from the consumer as a buyer and then flows to the chain and will eventually reach the producer or company to be used as production costs. This financial flow is unidirectional meaning that funds are generated from exchanges with products purchased by consumers through several links, eventually they will be accepted by producers or companies as exchangers for the products produced.

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.

4.2. Performance Measurement

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 the total marketing costs incurred by the company CV. Malino Florist IDR 50,940,996 and get a total profit of IDR 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. Activities of distributing ornamental plants include activities carried out by employees from harvesting activities to transportation activities with an average of 2,5 or equivalent to 10 hours which are carried out 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.

4.3. Gender Relations

Gender is related to access and control of resources. Men have higher access and control over resources than women.

In general, gender relations in ornamental plant companies CV. Malino Florist in South Sulawesi shows gender inequality. This is caused by: a.) Access and control over resources in the earthenware
business is controlled by one of the company members, namely the leader (male). b) 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. c) The pattern of decision making in a dominant company is carried out by one member of the company, namely the leader (male).

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