



Pattern of Partnership between Simbo Hydroponic Business and CV. Family Garden Mart

Kifra Shavira¹, Azhar Bafadal², Wa Ode Yusria³

¹Alumnus of Department of Agribusiness, Faculty of Agriculture, Halu Oleo University, Kendari, Indonesia

^{2,3}Lecturer and Instructor at Faculty of Agriculture, Halu Oleo University, Kendari, Indonesia

Corresponding Author: kifrashavira@gmail.com

Abstract

This study aims to analyze the pattern of partnership, benefits and commitments between Simbo Hydroponic Business and CV. Family Garden Mart. The method used is a case study with a qualitative and quantitative descriptive approach. Data were obtained through interviews and questionnaire dissemination using the Likert scale. The withdrawal of informants was carried out purposively on both parties who have established partnerships since 2019. Data analysis uses reduction, data presentation and conclusion drawing for the qualitative aspect, as well as the assessment of average scores for the quantitative aspect. The results of the study show that the partnership pattern applied is a contractual partnership, because the distributor does not provide capital, all costs are borne by the farmer himself, while the company acts as an offtaker that absorbs the crop consistently. From the results of the quantitative analysis, the benefits of partnerships according to Simbo Hydroponic Business are in the very good category (score 4.66), including market certainty, table prices and increased revenue. Meanwhile, according to CV. Family Garden Mart in the good category (score 4.6) partnership provides a guarantee of quality vegetable supply, supply continuity, and strengthening of market position. The partnership commitment was rated 4.8 very well by farmers, reflected in the discipline in delivery and product quality while CV. Family Garden Mart of 4.5 shows commitment through regular purchasing schedules, on-time payments, and open communication.

Keywords: *partnership pattern, contract partnership, benefits, commitment, hydroponics.*





INTRODUCTION

Indonesia's population growth, which continues to increase every year, has an impact on increasing consumption needs, including foodstuffs such as vegetables (BPS, 2022). The agricultural sector, which contributes around 13.3% of national GDP and absorbs more than 30% of the workforce, is the backbone of the economy (BPS, 2022). However, the sector also faces serious challenges, such as climate change, price fluctuations, and limited market access (Alawode & Chiamaka, 2023; Petrovics & Giezen, 2022).

On the other hand, increasing public awareness of the consumption of healthy products has encouraged the development of horticultural cultivation, including hydroponic vegetables which are considered cleaner and higher quality than conventional vegetables (Fidina et al., 2023). Hydroponics also offers efficient use of land and water, becoming a solution amid the increasingly limited agricultural land (Shinde & Marathe, 2021).

In Kendari City, Southeast Sulawesi, hydroponic farming has grown rapidly since 2017 with the formation of around 20 hydroponic business groups cultivating various types of vegetables, such as pakcoy, lettuce, caisin, and celery (Widyantari et al., 2024; Kendari Agriculture Office, 2024). One business that has grown significantly is Simbo Hydroponic Business, which partners with CV. Family Garden Mart as the main distributor. This partnership helps Simbo Hydroponic Enterprises ensure the marketing of their crops, while providing supply certainty for the distributor (Yapp et al., 2025).

According to Rosanti et al. (2019), this type of partnership, including contract farming schemes, can be a solution to increase productivity, farmers' income, and the sustainability of the supply of horticultural products. In addition, partnerships based on trust and market certainty are also key in improving farmers' welfare and maintaining business competitiveness (Savira & Prihtanti, 2019).

Thus, this research is important to analyze how the partnership pattern between Simbo Hydroponic Business and CV Family Garden Mart can be an effective hydroponic farmer empowerment model, while supporting the development of a sustainable horticulture sector in Indonesia. The purpose of this study is to analyze the partnership pattern between Simbo Hydroponic Business and CV Family Garden Mart, analyze the benefits of the partnership between the two parties, and analyze the partnership commitment made by CV Family Garden Mart to Simbo Hydroponic Business, so that the results of this study are expected to provide practical benefits for the development of hydroponic businesses through mutually beneficial partnerships and become a reference for relevant parties in formulating strategies and policies to strengthen the partnership-based horticulture sector in the future.



METHOD

This research has been conducted at CV. Family Garden Mart located at BTN Latjinta II Block 7, Baruga Village, Baruga District, Kendari City and at Simbo Hydroponic Business Farm located in Watubangga Village, Baruga District, Kendari City. The selection of locations in this study was carried out *purposively (purposive sampling)* by considering the informants to be selected, namely hydroponic farmers who have collaborated since (2019) until now (2025) with the company. This research was conducted from November 2024 to June 2025.

Data collection techniques were carried out by direct interviews with research subjects, namely the owner of the Simbo Hydroponic Business, Mr. Amir Salim S.T and CV. Family Garden Mart, Mr. La Ode Andry Irawan, as well as literature studies. The data analysis used to answer this research is differentiated based on the research objectives as follows:

1. To analyze the first objective of how the partnership pattern between Simbo Hydroponic Business and CV Family Garden Mart is analyzed using qualitative descriptive analysis method, namely data reduction, data presentation, and conclusion drawing.
2. To find out the second and third objectives, namely the partnership commitment made by CV Family Garden Mart to Simbo Hydroponic Business and analyze the benefits of the partnership between Simbo Hydroponic Business and CV Family Garden Mart using quantitative descriptive analysis method with the help of Likert scale. The answer to each instrument *item* that uses the *Likert* scale has gradations from very positive to very negative, namely:

Table 1 Likert Scale Indicators

Score	Category	General Parameters
1	Strongly Disagree / Never (STS)	The partnership is very disadvantageous. No results absorbed, unclear prices, no communication, no training or support, all contract contents ignored. There is no trust in the partnership.
2	Disagree/Nearly Never (TS)	Partnerships rarely provide tangible benefits. Harvests are not always absorbed, prices are uncertain, agreements are often not carried out according to the agreement, communication is not intense, and partners are less responsible.
3	Neutral/Sometimes (N)	Partnership benefits and commitments are inconsistent. Sometimes it feels positive, sometimes not. There are no

		major obstacles, but implementation has not been maximized and still needs evaluation.
4	Agree / Often / Positive (S)	Partnerships are often beneficial and work quite well. Most crops are absorbed, prices are relatively stable, communication is good, agreements are generally adhered to, although there are occasional technical obstacles such as weather or distribution.
5	Strongly Agree / Always / Very Positive (SS)	The partnership is considered very useful and works very well. All crops are always absorbed, prices are stable, communication is active, agreements are fully implemented, relationships are fair, open to discussion, and commitment is high from both parties.

To determine the interpretation of the assessment results, an interval division between categories was used, which was calculated based on the formula:

$$\text{Interval} = \frac{\text{Highest Score} - \text{Lowest Score}}{\text{Number of Categories}}$$

Based on a *Likert* scale consisting of 5 choices, the interval of each category, based on the formula above, the interval of the average class value is as follows:

$$\text{Average} = \frac{5 - 1}{5} = 0,8$$

So each category rises 0.8 from the minimum scale. Thus, the following classification range is obtained:

Table 2 Classification Range Categories

Average Value Range	Interpretation
4,21 - 5,00	Very good
3,41 - 4,20	Good
2,61 - 3,40	Fair
1,81 - 2,60	Less
1,00 - 1,80	Very less

RESULTS AND DISCUSSION

Partnership Pattern of Simbo Hydroponic Business with CV. Family Garden Mart

The partnership pattern is a business strategy carried out by two or more parties within a certain period of time to achieve mutual benefits with the principle of mutual need and improvement. Partnership is one of the solutions to overcome the gap between large entrepreneurs and small entrepreneurs (Darma, *et al.*, 2023). In the context of *modern* agriculture, partnerships are an alternative to overcome the production, marketing and distribution challenges that hydroponic farmers often face. In addition, partnerships provide opportunities to obtain market assurance and more stable prices.

The partnership pattern between Simbo Hydroponic Business and CV Family Garden Mart is a form of contract partnership based on a mutually beneficial cooperation relationship, bound through a written contract without capital support from the company. Simbo Hydroponic Business manages production independently, while CV. Family Garden Mart acts as an offtaker that ensures market certainty, prices, and regulates production techniques to meet standards. This relationship runs smoothly because it is based on trust, open communication, and clear roles and obligations, thus maintaining stable supply and product quality. This partnership has proven effective in supporting the sustainability of small-scale hydroponic businesses in urban areas, providing market security for farmers as well as sustainable supply for distributors, and is an example of a trust-based contract partnership that is suitable for urban hydroponic farming (Putri & Nugraha, 2020; Nafisah *et al.*, 2019). To clarify the characteristics of the contract partnership pattern applied between Simbo Hydroponic Business and CV. Family Garden Mart, it can be seen in Table 3.

Table 3 Characteristics and Explanation of Contractual Partnership Patterns between Simbo Hydroponic Business with CV. Family Garden Mart

Partnership Aspect	Implementation in Simbo Hydroponic Business	Implementation in the Field
Form of Agreement	Written contract, Number FGM-05-I-2025-KDI-001 and verbal contract	Proves the formal legal relationship and forms the basis of all partnership activities.
Production Financing	Fully covered by Simbo Hydroponic Business.	The company does not provide capital assistance or production inputs.

Provision of Production Facilities	No assistance with seeds, nutrients, or growing media.	Farmers buy all production needs themselves.
Determination of Plant Type	Determined by CV. Family Garden Mart (lettuce, pakcoy, kailan, chives, samhong)	Simbo businesses are required to follow the specified planting patterns and crop types.
Product Quality Standard	Mandatory from the core must be fresh, no black spots, no rounds, bright green color	Meet the production quality standards of the company
Production Volume	Determined according to market demand stipulated in the contract	There is a target production amount per month that must be met.
Market Guarantee	All crops that meet the standards are absorbed by the company	Provides marketing certainty to Simbo Enterprises.
Price Determination	Fixed price according to the contract, unless there is <i>force majeure</i>	Prevents the uncertainty of free market prices, stability of farmers' income.
Payment Mechanism	Payment is maximum 15 working days after the product is received	Transfer or cash, according to the actual amount received by the company.
Distribution Responsibility	Distribution is carried out by Simbo Business, transportation costs are borne by themselves	Farmers are required to deliver products to the CV. Family Garden Mart warehouse.
Problem Solving Mechanism	Deliberative negotiations if there are obstacles such as natural disasters or product damage	Prioritizing peaceful solutions and justice between parties.
Technical Assistance and Evaluation	There is guidance in cultivation, quality maintenance, and post-harvest handling.	CV. Family Garden Mart provides technical training to improve quality.

Based on Table 3, the partnership pattern between Simbo Hydroponic Business and CV Family Garden Mart is a contractual partnership that is regulated in writing and has formal legal force, with the obligation of Simbo Hydroponic Business to finance all production needs independently. The company determines the type of plants, volume, and quality standards that must be met, while all crops that meet the standards are absorbed at a fixed price, unless force majeure occurs which is resolved through deliberation. The payment mechanism is carried out a maximum of 15 working days after the product is received, while distribution costs are the responsibility of the farmers. In addition, the company routinely provides technical guidance related to cultivation to post-harvest to maintain product quality, so that this partnership runs on the basis of trust, market certainty, commitment to timely payment, and technical support that strengthens the relationship between the two parties.

Benefits of Partnership for Simbo Hydroponic Business and CV. Family Garden Mart

The partnership between Simbo Hydroponic Business and CV. Family Garden Mart, which was established in 2019, started as a family relationship and developed into a formal cooperation with a clear contract. This trust-based relationship has proven to provide great benefits for both. Questionnaire results show that most indicators of usefulness are of high value, indicating the satisfaction and effectiveness of the partnership. Even when force majeure occurs, the company still absorbs the harvest with price adjustments. For CV Family Garden Mart, this partnership guarantees a stable supply of quality hydroponic vegetables without having to manage their own production, so this cooperation is a simple but mutually beneficial pattern. For more details, please refer to the following table;

Table 4 Average Score of Perception of Partnership Benefit of Simbo Hydroponic Business and CV. Family Garden Mart

	Perception of Partnership Benefit	
	Simbo Hydroponic Business	CV Family Garden Mart
Number of Questions	9	10
Total Score	42	46
Average Score	4,66	4,6
Score Category	Very Good	Very Good

Based on table 4 above, the average score of perceived usefulness of partnerships from both can be explained as follows;



1. The average value of the benefits of the partnership of Simbo Hydroponic Business is 4.66, which is categorized as "very good", based on the results of a questionnaire with nine indicators such as price certainty, market expansion, increased production volume and profit. This high score reflects that the partnership not only guarantees markets and prices, but also contributes to production quality and business sustainability. The high scores on the indicators of satisfaction and willingness to continue cooperation confirm that the partnership has the potential to be a mutually beneficial long-term relationship, making it worthy of being used as a model for the development of small-scale hydroponic agribusiness in urban areas.
2. The average value of the usefulness of the partnership of CV Family Garden Mart reached 4.6 which is categorized as "very good" according to the Likert scale, without a single low-value indicator, indicating that this partnership satisfies both parties. This is reflected in both questionnaire data and field experiences, such as when the company continued to absorb products despite flooding with price adjustments through deliberation. Trust, open communication and shared responsibility make this partnership not only provide market certainty for farmers but also guarantee quality supply for the company. This agreement-based contract partnership model is worthy of being used as an example because it can create stability in the hydroponic business even without direct capital support.

Partnership Commitment of Simbo Hydroponic Business and CV. Family Garden mart

The partnership between Simbo Hydroponic Business and CV. Family Garden Mart has been running for more than six years, not only based on the contract but also supported by intense interaction and continuous communication that builds trust. The commitment of Simbo Hydroponic Business in maintaining quality and fulfilling agreements is the key to the sustainability of this business relationship. Based on a questionnaire with ten indicators, Simbo Hydroponic Business shows a high level of trust and loyalty to this partnership. Meanwhile, CV Family Garden Mart's commitment assessment using 12 indicators resulted in a total score of 54 on a Likert scale, indicating the company's strong commitment to maintaining a balanced partnership. This confirms that this partnership is not only mutually beneficial but also based on consistent shared responsibility. For more details can be seen in the following table;



Table 5 Average Score of Perceived Partnership Benefit of Simbo Hydroponic Business and CV. Family Garden Mart

	Partnership Commitment	
	Simbo Hydroponic Business	CV. Family Garden Mart
Number of Questions	10	12
Total Score	48	54
Average Score	4,8	4,5
Score Category	Very good	Good

Based on table 5 above, the average partnership commitment score of the two can be explained as follows;

1. Based on the average score of 4.8 from the ten-indicator questionnaire, it can be concluded that the commitment of Simbo Hydroponic Business to CV Family Garden Mart is in the very high category. This high score reflects a partnership relationship that is built on trust, mutual respect and open communication, not merely formal obligations. This assessment shows that Simbo Hydroponic Business is consistently disciplined, responsible, and maintains cooperation seriously, so that the partnership remains stable and sustainable.
2. The total average score is 4.5, which reflects that the company has shown a supportive and cooperative attitude during the partnership. Through the high average value and the positive perception of the farmers, it can be concluded that the partnership commitment from CV. Family Garden Mart towards Simbo Hydroponic Business is at a very good level. This is an important foundation in maintaining the continuity of cooperation and creating a stable and mutually beneficial business relationship for both parties. This condition supports the creation of a solid, sustainable partnership that provides mutual benefits for both parties. The trust that has been established makes it easier for both parties to develop long-term work plans.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that the partnership pattern between Simbo Hydroponic Business and CV. Family Garden Mart is a contract partnership that was built since 2019 and then formalized in written form. Even without capital assistance, this partnership is still going well because of market certainty, stable prices, quality control, and relationships based on trust. This pattern is considered suitable for small-scale



hydroponic businesses in urban areas.

The partnership between Simbo Hydroponic Business and CV Family Garden Mart shows a very good level of usefulness, with an average score of 4.66 from Simbo Hydroponic Business and 4.6 from the company. All aspects were rated positively based on the questionnaire results, with no score below 4. This shows that the partnership is not only economically beneficial, but also supports business sustainability and is worthy of being a model of small-scale agribusiness in urban areas.

The partnership commitment between Simbo Hydroponic Business and CV Family Garden Mart is reflected in a strong and stable working relationship, with an average score of 4.8 from Simbo Hydroponic Business and 4.5 from the company. This commitment is shown through concrete actions such as technical assistance, acceptance of crops in difficult conditions, and open communication in resolving obstacles.

REFERENCE

- Alawode A, Chiamaka OT. 2023. Evaluating Financial Derivatives In Agricultural Risk Management: Implications For Market Stability And Price Transmission. *International Journal Of Engineering Technology Research and Management (IJETRM)*. 7(12), 410-26.
- Badan Pusat Statistik (BPS). 2022. Statistik Pertanian 2022.
- Darma R, Tenriawaru N, Jamil MH, Rukka MR, Ami AA. 2023. *Agribisnis Padi: Kinerja Usaha pada Sub-sistem Agribisnis*. Makassar. Unhas Press.
- Dinas Pertanian Kota. 2024. Rekap Data Poktan/Pengusaha Sistem Tanam Hidroponik Kota Kendari. Sulawesi Tenggara. Kendari.
- Fidina T, Sugiarti S, Tania P, Anggraini R, Pratama A, Ma'mun SR. 2023. Analisis Rantai Pemasaran Sayur Hidroponik: Studi Kasus di Kota Kendari. *Agrisurya: Jurnal Agribisnis dan Sumber Daya Pertanian*, 2(2), 8-15.
- Nafisah K, Khoriyah N, Mahsyuri M. 2019. Pola Kemitraan Agribisnis Petani Sawi Organik di CV Kurnia Kitri Ayu Farm. *Jurnal Seagri*, 7(1).
- Petrovics D, Giezen M. 2022. Planning for sustainable urban food systems: an analysis of the up-scaling potential of vertical farming. *Journal of Environmental Planning and Management*, 65(5), 785-808.
- Putri NK, Nugraha A. 2020. Kritik Terhadap Model Pertanian Kontrak Perusahaan Jica Dan Taiwan Icdf Berdasarkan Perspektif Petani Criticism On The Agricultural Model Of Jica And Taiwan Icdf Contracts Based On Farmer's Perspective. *Jurnal Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*. Juli, 6(2), 519-531.





- Rosanti N, Sinaga BM, Daryanto A, Kariyasa K. 2019. Faktor-Faktor yang Mempengaruhi Partisipasi Petani dalam Contract Farming: Studi Kasus Petani Kopi di Lampung. *Jurnal Ekonomi Pertanian Dan Agribisnis (JEPA)*, 3(4), 853-863.
- Savira RD, Prihtanti TM. 2019. Analisa permintaan sayuran hidroponik di PT. Hidroponik Agrofarm Bandung. *Agrilan: Jurnal Agribisnis Kepulauan*, 7(2), 164 -180.
- Shinde CT, Marathe PS. 2021. Farming without soil in today's era. *Iconic Research and Engineering Journals*, 4(7), 24-27.
- Widyantari K, Bahari, Surni. 2024. Kajian Kemitraan Pada Pengembangan Komoditas Sayuran Hidroponik Untuk Meningkatkan Profitabilitas Usaha Di Kota Kendari. *Jurnal Agribis*, 10(2), 13-24.
- Yapp EHT, Jamil N, Lee LSG, Chooi YT, Chen CO. 2025. Urban farming: the challenges of hydroponic and vertical farming in Malaysia. *Journal Cogent Food and Agriculture*, 11(1), 2448601

