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A Study Of Maintenance, Packaging, And Marketing Techniques Using The Functional Approach In The Marketing Of Ornamental Plants In Kendari City

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Abstract

This study aims to analyze ornamental plant farming characteristics, including maintenance techniques, packaging systems, marketing channels, marketing costs, profits, efficiency, and marketing functions in Kendari City, Southeast Sulawesi. This research was conducted using a descriptive approach with qualitative and quantitative analysis methods. Data were collected through observation, direct interviews with ornamental plant farmers and traders, and literature studies. The respondents consisted of five ornamental plant farmers, one collector trader, and two retailers selected using the census method. The results showed that ornamental plant farmers in Kendari City applied maintenance techniques involving watering, pest control, and fertilization according to field conditions. The packaging methods used were relatively simple, including clear plastic, plastic bags, raffia twine, and cardboard. Three marketing channels were identified, with marketing channel III obtaining the highest marketing margin and profit, reaching Rp30,000/unit and Rp26,600/unit, respectively, for cabbage palm. Meanwhile, marketing channel I showed the highest efficiency level of 100%, indicating an efficient marketing system. The lowest efficiency value was found in marketing channel III for cabbage palm at 40%, categorized as inefficient. Based on the functional approach, ornamental plant marketing activities included exchange functions, physical functions, and facilitating functions. These findings indicate that improving marketing efficiency requires better integration of production, packaging, and marketing activities.

Keywords: ***Ornamental Plants, Maintenance, Packaging, Marketing Channels, Marketing Margin, Marketing Efficiency, Marketing Function Approach***

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INTRODUCTION

One agricultural subsector with significant growth potential is horticulture. In addition to its role in food production, the horticulture subsector also produces various high-value commodities, one of which is ornamental plants (Noor & Bellantari, 2023). The ornamental plant sector has experienced rapid growth in line with the public's increasing demand for environmental aesthetics, as well as the development of residential areas, office complexes, hotels, and green open spaces (Simbolon et al., 2024). These conditions position ornamental plants as an agribusiness commodity with significant development potential and the ability to generate added value for business operators.

Ornamental plants are horticultural commodities that serve both aesthetic and ecological purposes. In addition to being used as decorative elements, ornamental plants also play a role in improving environmental quality, reducing air temperature, and creating a sense of comfort in urban areas (Supiani & Sinaini, 2020). The increase in urban development and public awareness of environmental issues has led to a growing demand for ornamental plants, thereby opening up opportunities for the development of ornamental plant businesses in various regions.

Southeast Sulawesi Province is one of the regions with potential for ornamental plant cultivation. Data from the Southeast Sulawesi Provincial Central Statistics Agency (2024) show that various types of ornamental plants have been cultivated in the region, reflecting opportunities for the ornamental plant agribusiness. One area with potential for the marketing of ornamental plants is the city of Kendari. The development of residential areas, population growth, and the need for green open spaces are factors driving the increasing demand for ornamental plants (Pratama et al., 2020; Slamet et al., 2020). In addition, the Kendari City BPS (2024) notes the production of several ornamental plant commodities in Kendari City, indicating that the ornamental plant industry has the potential for further development.

Although the market potential is quite large, the success of an ornamental plant business is not determined solely by production capacity but is also influenced by supporting activities such as cultivation techniques, packaging, and marketing. Inappropriate maintenance techniques can reduce plant quality, thereby affecting the product's market value (Sudarmiyatun, 2012). Additionally, the use of unsuitable packaging methods can cause physical damage during distribution and reduce consumer satisfaction (Kamila & Trimo, 2022). In terms of marketing, differences in marketing channels, distribution costs, and the activities of marketing institutions can affect the level of efficiency and profits earned by business operators (Wahyudin, 2022). Therefore, the success of the ornamental plant agribusiness requires

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integration between cultivation, packaging, and marketing activities.

Marketing efficiency is one of the key indicators for assessing the success of a commodity's marketing system. Marketing efficiency can be analyzed through marketing channels, the marketing functions performed by each business actor, marketing costs, marketing margins, marketing profits, and the portion of the price received by producers (farmers' share) (Endaryono & Ariwibowo, 2021; Nugroho et al., 2023). One approach that can be used to understand marketing activities more comprehensively is the functional approach, which analyzes the exchange function, the physical function, and the facilitating function performed by marketing actors.

Several previous studies have examined aspects of ornamental plant marketing from various perspectives. Rohmawan and Lidyanan (2022) examined the development of ornamental plant marketing in the digital era, while Prastyorini and Fauziyyah (2024) analyzed marketing channels as a link between producers and consumers. The study by Kamila and Trimo (2022) focused on the packaging aspects of ornamental plants, while Nugroho et al. (2023) examined the efficiency of ornamental plant marketing. However, previous studies generally still discuss maintenance, packaging, and marketing aspects separately, thus failing to illustrate the interrelationship between maintenance techniques, packaging systems, and marketing activities in determining the marketing efficiency of ornamental plants.

Given these conditions, there remains a research gap regarding the characteristics of the ornamental plant business, particularly the interrelationship between maintenance techniques, packaging, and marketing systems in supporting marketing efficiency at the business operator level. This study offers novelty through an integrated analysis of cultivation techniques, packaging techniques, marketing systems, and the functional approach to marketing in the ornamental plant industry in Kendari's " " district. This approach is expected to provide a more comprehensive picture of ornamental plant marketing activities and the level of efficiency achieved in each marketing channel.

Based on this description, this study aims to analyze the characteristics of ornamental plant farming, packaging techniques, marketing systems, and the efficiency of ornamental plant marketing using the functional approach in Kendari City. The results of this study are expected to serve as evaluation material for business operators in improving marketing efficiency and supporting the development of a competitive ornamental plant agribusiness.

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METHOD

This study was conducted in Kendari City, Southeast Sulawesi Province, from February to June 2026. The research location was selected through purposive sampling, considering that Kendari City is one of the regions in Southeast Sulawesi with significant ornamental plant development and marketing activities. The expansion of residential and office areas, along with the growing demand for green open spaces, positions Kendari City as a region with significant potential for the development of the ornamental plant agribusiness.

This study employed a descriptive method using both qualitative and quantitative approaches. The study's respondents consisted of business operators involved in the ornamental plant marketing system in Kendari City, namely 5 ornamental plant farmers, 1 wholesaler, and 2 retailers, for a total of 8 respondents. Respondents were selected using a census method because the number of business operators who were the subjects of the study was relatively limited; thus, all members of the population were included as study respondents (Rianse & Abdi, 2009).

The types of ornamental plants observed at the farmer level consisted of several commodities, namely red shoots, asoka, broccoli, mini jasmine, bougainvillea, red palm, aglaonema, mother-in-law's tongue, yellow palm, and cabbage palm. The study respondents included Mr. Ismail, who grows red shoots, asoka, and broccoli; Mrs. Nursaida, who grows red shoots, mini jasmine, and asoka; Mr. Rudi Iskandar, who grows bougainvillea, red palm, and aglaonema; Mr. Sentot, who grows red shoots, mother-in-law's tongue, and mini jasmine; and Mr. Siswantoro, who grows red palm, yellow palm, and cabbage palm.

Data collection was conducted through interviews, observations, and a literature review. Interviews were conducted in person with respondents using a questionnaire to gather information on farm characteristics, cultivation techniques, packaging, marketing systems, marketing costs, selling prices, and marketing activities. Observations were made by directly observing the conditions of the ornamental plant businesses as well as distribution and marketing activities at the research site. A literature review was conducted to obtain supporting information from various relevant scientific sources.

Data analysis was conducted using both qualitative and quantitative descriptive methods. Qualitative descriptive analysis was used to describe the characteristics of ornamental plant farming, cultivation techniques, packaging techniques, marketing channels, and the marketing functions performed by business operators. Meanwhile, quantitative analysis was used to calculate marketing margins, marketing profits, and marketing efficiency.

The marketing margin can be calculated using the following formula (Surni, 2015):

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M = HE – HP
Explanation:
M: Marketing margin (Rp/unit)
HE: Consumer price (Rp/unit)
HP: Producer price (Rp/unit)

The marketing profit earned by marketers can be calculated as follows (Surni, 2015):

π = M – B
Explanation:
π : The amount of profit received by the marketer (Rp/unit)
M: Marketing margin (Rp/unit)
B: Marketing costs (Rp/unit)

Marketing efficiency in a marketing channel can be calculated using the following formula (Surni, 2015):

FS = 1 -$\left\{\frac{M}{HE}\right\}$ × 100%
Notes:
FS : *Farmer's Share* (%)
M : Marketing margin (Rp/unit)

HE : Consumer Price (Rp/Unit)

Marketing efficiency is determined based on the Farmer's Share (FS); if FS ≥ 50%, the marketing channel is classified as efficient, whereas if FS < 50%, the marketing channel is classified as inefficient.

In addition to quantitative analysis, this study employs the functional approach to marketing to identify the marketing activities carried out by each ornamental plant business operator. This approach encompasses three main functions: the exchange function, which consists of purchasing and selling activities; the physical function, which includes transportation, storage, and processing; and the facilitating function, which covers price information, risk assumption, credit provision, and standardization.

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RESULTS AND DISCUSSION

Characteristics of Ornamental Plant Farming

The characteristics of ornamental plant farming describe the business management patterns employed by farmers in ornamental plant cultivation activities in Kendari City. These characteristics include plant maintenance techniques such as watering, pest and disease control, and fertilization. Differences in the maintenance techniques applied by farmers are influenced by plant type, environmental conditions, farmers' experience, and their ability to manage ornamental plant farming operations.

Table 1. Watering Data for Ornamental Plant Farming

Respondents	Water Source	Watering Time	Frequency
Ismail	Self-supplied and rainwater	Morning and evening	2 times a day
Nursaida	Self-sufficient and rain-fed	Uncertain	Once every 3 days
Rudi Iskandar	Self-sufficient and rain-fed	Afternoon	Once a day
Sentot	Self-sufficient and rain-fed	Afternoon/unpredictable	Once every two days
Siswantoro	Self-sufficient and rain-fed	Uncertain	Once a day

Based on Table 1, the watering techniques for ornamental plants used by farmers in Kendari City show variations among respondents. All farmers use a combination of their own water sources and rainwater for watering. Differences in watering times and frequencies are influenced by plant type, environmental conditions, growing media, and the farmers' experience in determining the plants' water needs.

These watering practices indicate that farmers make adjustments based on actual field conditions. This is consistent with Sudarmiyatun (2012), who explains that the growth of ornamental plants is influenced by genetic factors and environmental , so cultivation techniques need to be adapted to the conditions of the growing site. Furthermore, Irawan (2019) states that watering ornamental plants must take into account the plants' needs and environmental conditions to ensure optimal growth.

Table 2. Pest Control Data for Ornamental Plant Cultivation

Name	Pest/Disease	Control Techniques
Ismail	Grasshoppers	Pesticide spraying

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Nursaida	Grasshoppers and Whiteflies	Pesticides and dish soap
Rudi Iskandar	Mealybugs	Pesticide Spraying
Sentot	Root fungus	Manual removal
Siswantoro	-	-

Based on Table 2, pest and disease control for ornamental plants in Kendari City revealed differences in the types of infestations and control methods among respondents. Pests found included grasshoppers, mealybugs, and root fungi. The control methods employed included spraying pesticides, using dish soap solution, and mechanical control by removing the infested plant parts.

Several research findings are consistent with field conditions. The whitefly infestation on respondent 3's bougainvillea plants aligns with the study by Pancheva et al. (2014), which states that whiteflies are one of the pests that can infest bougainvillea plants and are controlled through the use of pesticides. Furthermore, the whitefly infestation on the aglaonema plants is also consistent with the study by Amalia et al. (2022), which explains that whiteflies are one of the major pests of aglaonema plants.

However, there are several differences between field conditions and previous studies on other plant species. These differences may be influenced by environmental factors, the intensity of maintenance, cultivation conditions, and the location of the ornamental plant business. Nevertheless, farmers have implemented control measures to maintain plant quality, either through the use of pesticides or simple mechanical methods, depending on the nature of the infestation observed.

Table 3. Fertilization Data for Ornamental Plant Farms

Respondents	Fertilizer Type	Fertilization Frequency
Ismail	Rice husks and goat manure	Once a month
Nursaida	Rice husks and goat manure	Once every 6 months
Rudi Iskandar	NPK	Varies
Sentot	NPK	Once every 6 months
Siswantoro	Rice husks and goat manure	Once every two years

Based on Table 3, the fertilization techniques for ornamental plants applied by farmers show variations in the types of fertilizers used, as well as the timing and frequency of application. The types of fertilizers used consist of organic fertilizers, such as rice husks and goat manure,

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and inorganic fertilizers, such as NPK. The use of these fertilizers is tailored to the plants' needs and the farmers' experience in maintaining the growth of ornamental plants.

Some fertilization practices align with previous research. Respondent 1's use of organic fertilizers—rice husks and goat manure—on broccoli plants is consistent with the study by Khairuddin et al. (2021), which states that organic matter can support plant growth. Additionally, Respondent 3's use of NPK fertilizer on bougainvillea and aglaonema plants aligns with the research by Noerhalim et al. (2022) and Prayogi et al. (2025), which explains that NPK fertilizer can support the growth of ornamental plants.

Nevertheless, some respondents followed fertilization schedules that differed from those recommended in the literature, particularly for red-tipped plants, asoka, mini jasmine, red palm, mother-in-law's tongue, yellow palm, and cabbage palm. These differences may be influenced by farmers' experience, the type of fertilizer used, environmental conditions, and the characteristics of the cultivated plants. In general, the fertilization techniques applied by farmers are aimed at maintaining the growth and quality of ornamental plants in accordance with the conditions of their respective operations.

Ornamental Plant Packaging Techniques

Packaging techniques are one of the supporting activities in the marketing of ornamental plants, aimed at maintaining the condition of the plants during the distribution process until they reach consumers. The ornamental plant packaging techniques applied by farmers in Kendari City in May 2026 are presented in Table 4.

Table 4. Packaging Data for Ornamental Plant Farms

Respondents	Packaging Materials	Remarks
Ismail	Clear plastic, raffia twine, cardboard	Used in the distribution process
Nursaida	Raffia twine and cardboard	Simple packaging
Rudi Iskandar	No packaging used	Direct sales
Sentot	Clear plastic, raffia string, cardboard box	Adjusted to the condition of the plants
Siswantoro	Raffia twine and sacks	Simple packaging

Based on Table 4, the packaging techniques for ornamental plants used by farmers in Kendari City are still relatively simple and tailored to marketing needs. Most respondents use

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packaging materials such as clear plastic, raffia twine, and cardboard, while others use simpler materials like raffia twine and sacks. Additionally, some respondents do not package their plants at all because consumers pick them up directly from the farm.

The use of these packaging materials aligns with the research by Maslahatul et al. (2024), which states that the use of plastic and raffia twine can help maintain the condition of ornamental plants during the marketing process. Furthermore, Arum et al. (2025) explain that the use of plastic, raffia twine, and cardboard provides physical protection for plants during distribution. However, the durability of the packaging used by farmers varies, ranging from one week to one month. These differences are influenced by the condition of the plants, the type of packaging material, the distance of distribution, and the farmers' experience in marketing.

In general, ornamental plant packaging techniques in Kendari City have been implemented in accordance with business needs, but they remain practical and cost-efficient in nature. Therefore, improvements in packaging quality are necessary to maintain the condition and quality of the plants until they reach consumers.

Ornamental Plant Marketing System

The ornamental plant marketing system is one of the agribusiness subsystems that plays a crucial role in the sustainability of the ornamental plant industry. The marketing system involves the process of distributing products from farmers to consumers. In this study, the ornamental plant marketing system in Kendari City was analyzed based on marketing channels, marketing costs, marketing margins, marketing profits, and marketing efficiency as conducted by farmers in May 2026.

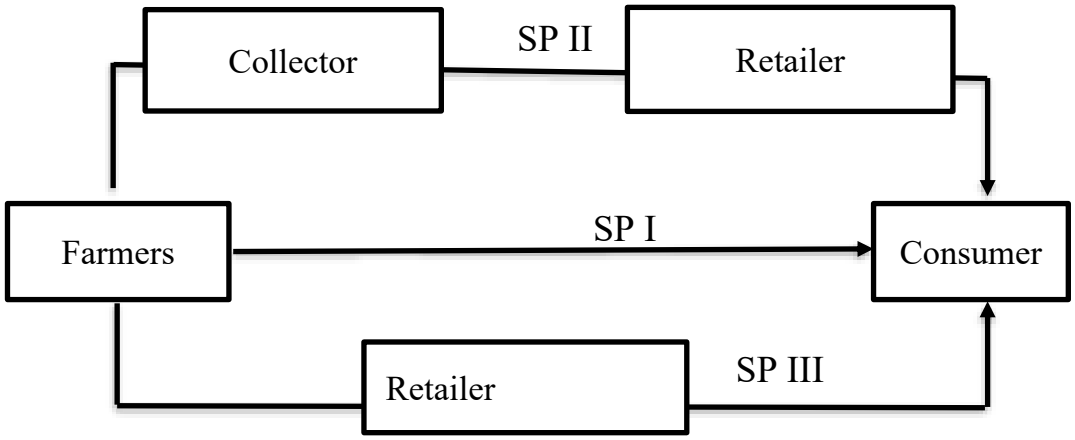


Figure 1. Marketing Channels for Ornamental Plants

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Table 5. Marketing Channels in the Ornamental Plant Farming Industry

Channel	Channel Type	Number of Respondents	Percentage
I	Farmers → Consumers	3	60%
II	Farmers → Wholesalers → Retailers → Consumers	1	20%
III	Farmer → Retailer → Consumer	1	20%
Total		5	100%

Based on Table 5, there are three types of ornamental plant marketing channels used by farmers in Kendari City. Marketing channel I involves direct sales from farmers to consumers, practiced by Respondents 2, 3, and 4, accounting for 9 business units or 60%. Marketing channel II involves farmers, wholesalers, retailers, and consumers, accounting for 20%, while marketing channel III involves farmers, retailers, and consumers, accounting for 20%. These differences in marketing channel patterns indicate variations in marketing strategies tailored to the business conditions and marketing relationships of each farmer.

Table 6. Costs, Margins, and Profits from Ornamental Plant Marketing in Channel I

Description	Type of Ornamental Plant (Rp/Unit)								
	Respondent 2			Respondent 3			Respondent 4		
	PM	A	MM	BU	PLM	AGL	PM	MM	LM
Price Buy	20,000	30,000	25,000	30,000	20,000	50,000	20,000	25,000	25,000
Price Sell	20,000	30,000	25,000	30,000	20,000	50,000	20,000	25,000	25,000
Transp Ortation	500	500	500	-	-	-	300	300	300
Internet Data Allowance	50	50	50	-	-	-	100	100	100
Packaging	2,500	2,500	2,500	-	-	-	2,000	2,000	2,000
Marketing Margin	-	-	-	-	-	-	-	-	-
Benefits	-	-	-	-	-	-	-	-	-

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Based on Table 6, marketing channel I is a direct marketing channel from farmers to consumers. For Respondent 2, the purchase prices of red-tipped plants, asoka, and mini jasmine were the same as their selling prices, at Rp20,000/unit, Rp30,000/unit, and Rp25,000/unit, respectively. Marketing costs totaled Rp3,050 per unit, consisting of transportation costs, internet data, and packaging. Since there was no difference between the purchase price and the selling price, the marketing margin and profit were Rp0 per unit.

For Respondent 3, bougainvillea, red palm, and aglaonema also have the same purchase and selling prices, namely Rp30,000 per unit, Rp20,000 per unit, and Rp50,000 per unit, respectively. Respondent 3 incurred no marketing costs because customers picked up the plants directly from the business location, so the marketing margin and profit were Rp0 per unit.

Furthermore, for Respondent 4, the selling prices for red-tipped plants, mini jasmine, and mother-in-law's tongue were Rp20,000 per unit, Rp25,000 per unit, and Rp25,000 per unit, respectively. Marketing costs totaled Rp2,400 per unit, consisting of transportation, internet data, and packaging expenses. Although marketing costs were incurred, the selling price being equal to the purchase price resulted in no margin and no marketing profit.

Overall, Marketing Channel I indicates that farmers market their products directly without involving other marketing institutions. This arrangement shortens the marketing chain, but farmers have not yet derived additional profits from their marketing activities because the selling price is set equal to the cost of acquiring the plants.

Table 7. Costs, Margins, and Profits from Ornamental Plant Marketing in Channel II

Description	Collector (Rp/Unit)			Retailer (Rp/Unit)		
	PM	A	B	PM	A	B
Purchase Price	15,000	10,000	10,000	25,000	30,000	20,000
Selling Price	25,000	30,000	20,000	30,000	50,000	25,000
Cost						
Transportation	350	350	350	250	250	250
Internet Data Allowance	80	80	80	50	50	50
Packaging	2,000	2,000	2,000	2,500	2,500	2,500
Marketing Margin	10,000	20,000	10,000	5,000	20,000	5,000
Profit	7,570	17,570	7,570	2,200	17,200	2,200

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Based on Table 7, marketing channel II involves two marketing intermediaries: wholesalers and retailers. At the wholesaler level, red-tipped plants generate a marketing margin of Rp10,000 per unit with a profit of Rp7,570 per unit. Asoka plants generate the highest margin of Rp20,000 per unit with a profit of Rp17,570 per unit, while broccoli plants generate a margin of Rp10,000 per unit with a profit of Rp7,570 per unit.

At the retail level, red-tipped plants generate a margin of Rp5,000 per unit, with a profit of Rp2,200 per unit. Asoka plants yield the highest profit of Rp17,200 per unit because they have a larger difference between the selling price and the purchase price compared to other plants. Meanwhile, broccoli plants generate a margin of Rp5,000 per unit with a profit of Rp2,200 per unit. These results indicate that the presence of marketing institutions provides added value in the form of profits for retailers, but also results in a longer marketing chain compared to direct marketing channels.

Table 8. Costs, Margins, and Profits from Ornamental Plant Marketing in Channel III

Description	Retailer (Rp/Unit)		
	PLM	PLK	Palm Kol
Purchase Price	15,000	20,000	20,000
Selling Price	25,000	40,000	50,000
Cost			
Transportation	300	300	300
Internet Data Allowance	100	100	100
Package	3,000	3,000	3,000
Marketing Margin	10,000	20,000	30,000
Profit	6,600	16,600	26,600

Based on Table 8, marketing channel III involves retailers before the product reaches consumers. Red palm plants generate a marketing margin of Rp10,000 per unit with a profit of Rp6,600 per unit. Yellow palm plants generate a margin of Rp20,000 per unit with a profit of Rp16,600 per unit. Meanwhile, cabbage palm plants generate the highest marketing margin at Rp30,000 per unit with a profit of Rp26,600 per unit.

The high profits from cabbage palm cultivation are due to a wider gap between the selling price and the purchase price compared to other crops. This indicates that the type of crop and the market value of the product also influence the amount of profit earned from marketing activities.

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Table 9. Marketing Efficiency of Ornamental Plants, Marketing Channel I

Respondents	Plant Type	Marketing Efficiency (%)	Notes
2	Red Shoots	100	Efficient
	Asoka	100	Efficient
	Mini Jasmine	100	Efficient
3	Bougainvillea	100	Efficient
	Red Palm	100	Efficient
	Aglonema	100	Efficient
4	Red Tips	100	Efficient
	Mini Jasmine	100	Efficient
	Mother-in-Law's Tongue	100	Efficient

Based on Table 9, marketing efficiency in marketing channel I shows that all types of ornamental plants marketed by respondents 2, 3, and 4 have an efficiency value of 100% and fall into the "efficient" category based on the marketing efficiency criteria used in this study. This indicates that the direct marketing channel from farmers to consumers is capable of supporting the marketing of ornamental plants without involving other marketing institutions. Thus, farmers have a simpler marketing relationship because the sales process is conducted directly with consumers.

Table 10. Marketing Efficiency of Ornamental Plants via Marketing Channels II and III

Respondents	Plant Type	Marketing Efficiency (%)	Notes
1	Red Tip	83.3	Efficient
	Asoka	60	Efficient
	Broccoli	80	Efficient
5	Red Palm	60	Efficient
	Yellow Palm	50	Efficient
	Cabbage Palm	40	Inefficient

Based on Table 10, marketing efficiency in marketing channel II ranges from 60–83.3%, and all fall into the efficient category. Red cabbage has an efficiency of 83.3%, asoka 60%, and broccoli 80%. Meanwhile, in marketing channel III, red palm and yellow palm plants are classified

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as efficient with efficiency rates of 60% and 50%, respectively, while the palm cabbage plant has an efficiency rate of 40% and is therefore classified as inefficient.

These differences in efficiency levels indicate that the length of the marketing channel, the number of marketing institutions involved, and the magnitude of marketing costs are factors that influence the marketing efficiency of ornamental plants. The shorter the marketing chain and the lower the marketing costs incurred, the higher the level of efficiency achieved.

The Functional Approach to Ornamental Plant Marketing

The functional approach to marketing is used to analyze marketing activities based on the primary functions performed by marketers. According to Bahari et al. (2024), marketing functions consist of the exchange function, the physical function, and the facilitating function. The exchange function includes purchasing and selling activities; the physical function includes transportation, storage, and processing; while the facilitating function includes price information, risk assumption, credit provision, and standardization. The results of the analysis using the functional approach to ornamental plant marketing in Kendari City in May 2026 are as follows.

1. Exchange Functions

The exchange function is a marketing activity related to the buying and selling of products. The results of the analysis of the exchange function in marketing channel I are presented in Table 11.

Table 11. Exchange Function in the Marketing of Ornamental Plants

Respondents	Channel	Purchasing Activities	Sales Activities
2	I	Not conducted	Selling directly to consumers
3	I	Not done	Selling directly to consumers
4	I	Not done	Selling directly to consumers
1	II	Not done	Selling through retailers
5	III	Not done	Selling through retailers

Based on Table 11, the exchange function in the ornamental plant market in Kendari City in May 2026 took place through sales activities conducted by all respondents. Across all marketing channels, the purchasing function was not carried out because the ornamental plants being marketed were grown independently by farmers.

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In Marketing Channel I, Respondents 2, 3, and 4 sold directly to consumers without going through a marketing intermediary. Respondent 2 sold 100 units of red-tipped plants, 50 units of asoka, and 100 units of mini jasmine. Respondent 3 sold 50 units of bougainvillea, 50 units of red palm, and 30 units of aglaonema. Meanwhile, Respondent 4 sold 250 units of red shoots, 150 units of mini jasmine, and 100 units of mother-in-law's tongue.

In marketing channel II, Respondent 1 made sales through wholesalers and retailers, with sales totaling 200 units of red cabbage, 150 units of asoka, and 100 units of broccoli. Furthermore, in marketing channel III, Respondent 5 sold 20 units each of red palm, yellow palm, and cabbage palm through retailers before the products reached consumers.

Based on these conditions, the exchange function in the ornamental plant farming business in Kendari City has been functioning well, although marketing mechanisms differ among respondents. Differences in marketing channels indicate that farmers have marketing strategies tailored to their business conditions, production volume, and access to consumers and marketing institutions.

2. Physical Function

The physical functions of marketing include transportation, storage, and processing activities aimed at supporting the distribution of products to consumers. The results of the analysis of the physical functions of ornamental plant marketing in Kendari City are presented in Table 12.

Table 12. Physical Functions of Ornamental Plant Marketing

Respondents	Marketing Channels	Transportation	Storage	Processing
2	I	Car Transportation	-	-
3	I	-	-	-
4	I	Car Transportation	-	-
1	II	Car Transportation	-	-
5	III	Car Transportation	-	-

Based on Table 12, the physical functions of ornamental plant marketing indicate that most respondents use cars for transportation. Respondent 2 uses car transportation to transport red-tipped plants, asoka, and mini jasmine. Respondent 4 transports red-tipped plants, mini jasmine, and mother-in-law's tongue, while Respondents 1 and 5 also use car transportation to distribute ornamental plants through marketing channels II and III.

Unlike the other respondents, Respondent 3 does not provide transportation services because consumers pick up the ornamental plants directly from the business location.

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Additionally, none of the respondents engage in storage or processing activities, as ornamental plants that are ready for sale are marketed directly to consumers or marketing agencies. This indicates that the marketing of ornamental plants in Kendari City places greater emphasis on direct distribution without any additional storage or processing.

3. Facilitating Function

Facilitating functions are supporting functions in marketing activities that include price information, risk assumption, credit provision, and standardization. The results of the analysis of facilitating functions in the marketing of ornamental plants in Kendari City are presented in Table 13.

Table 13. Facilitating Functions in the Marketing of Ornamental Plants

Respondents	Marketing Channels	Price Information	Risk Coverage	Credit Provision	Standardization
2	I	Clear	Available	-	Available
3	I	Clear	Available	-	Available
4	I	Clear	Available	-	Available
1	II	Clear	Available	-	Available
5	III	Clear	Available	-	Available

Based on Table 13, the marketing support functions for ornamental plants among all respondents are functioning well. All respondents provide clear pricing information to consumers, both through direct communication and social media as promotional tools. In addition, risk management is also implemented by setting aside funds for unforeseen expenses and maintaining a reserve supply of seedlings to address potential plant damage caused by pest infestations or changes in environmental conditions.

In terms of credit provision, none of the respondents offered credit payment systems, as transactions were conducted in cash. Meanwhile, standardization efforts have been implemented through pricing based on the type, size, and quality of the ornamental plants being marketed. Thus, the facilitating function plays a role in supporting smooth marketing by providing information, managing risk, and setting selling prices based on product quality.

4. Standardization

Based on Table 13, the facilitating function in marketing channel I carried out by the three ornamental plant farmers surveyed in Kendari City in 2026 functioned quite well. The three respondents provided clear pricing information to consumers through social media promotions and implemented risk mitigation by setting aside funds for unforeseen expenses and maintaining

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a reserve of seedlings to address potential plant damage caused by pests or weather conditions. Credit was not provided because sales transactions were conducted in cash, while standardization was implemented through price determination based on the quality of the ornamental plants.

The role of facilitator in marketing channel I, as performed by Respondent 4 (an ornamental plant farmer), also functioned quite well. Respondent 4 provided clear pricing information to consumers via social media, offered risk coverage for unexpected costs, and did not use a credit system since all transactions were conducted in cash. Additionally, Respondent 4 standardized the ornamental plants being marketed by setting prices based on plant quality.

CONCLUSION

This study shows that ornamental plant maintenance techniques in Kendari City include watering, pest control, and fertilization, while packaging techniques use clear plastic, raffia twine, cardboard, and plastic bags to maintain product quality during distribution. Marketing analysis results show that the largest marketing margins and profits are obtained in marketing channel III, while the highest marketing efficiency is found in marketing channel I because the shorter channel provides a larger share of the price to producers. Furthermore, *the functional approach* to marketing indicates that ornamental plant marketing activities in Kendari City encompass the exchange function, the physical function, and the facilitating function, all of which support the smooth distribution of products from producers to consumers.

Based on the research findings, ornamental plant farmers and business operators are advised to expand their marketing reach by utilizing more effective marketing strategies—including digital marketing—while maintaining competitive pricing. In addition, farmers need to improve business risk management by implementing better cultivation techniques and more efficient marketing planning so that business sustainability and the competitiveness of ornamental plants in Kendari City can continue to improve.

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