



Ornamental Plant Entrepreneurship During the Covid -19 Pandemic in Koto Tengah District, Padang City

Mega Putri Nolasary¹, Fanny Wulanda^{1*}, Rihan Ifebri², and Danny Hidayat³

¹ Department of Entrepreneurship Lecture, Tamansiswa Padang University, Padang, Indonesia

² Department of Socio-Economic of Agriculture Lecture, Bengkulu University, Bengkulu, Indonesia

³ Department of Management Lecture, Andalas University, Padang – Indonesia
fannywulanda@unitas-pdg.ac.id

Abstract. This study aims to: a) Find out the internal and external factors faced by ornamental plant business actors in Koto Tengah District. b) Analyze the marketing strategy of the ornamental plant business in Koto Tengah District. This is qualitative research, which is a process of finding new knowledge using a scale from statements to numbers and data as a reference to conclude [9]. In this study, the data in the form of statements will be made in the form of quantitative data to facilitate the process of processing research data from the program and obtain output in the form of processing results. The output of the data processing results is interpreted and analyzed against it, after which a conclusion will be drawn from the research. The result is the difference between opportunities and threats = the weighted value of the opportunity rating ($O = 1.836$) reduced by the weight of the threat rating ($T = 1.268$) so that the result = $1.836 - 1.268 = 0.568$. Because the result is positive, then it lies in the opportunity. The difference between strength and weakness = the weighted value of the strength rating ($S = 1.839$) reduced by the weight of the weakness rating ($W = 1.171$) so that the result = $S - W = 1.839 - 1.171 = 0.668$. Because the result is positive, then it lies in the power.

Keywords: Ornamental plants, Covid-19 pandemic, MSMEs, Marketing strategy.

1 Introduction

Ornamental plants are one of the groups of plants in horticulture. Horticulture is a science that studies the cultivation of fruit plants, vegetables, ornamental plants, and medicinal plants [8]. The large number of ornamental plant business activities classified as Micro, Small, and Medium Enterprises (MSMEs) have led to the proliferation of these businesses, and the competition for marketing ornamental plants is getting tougher. It has become a trigger to improve performance in winning the competition [4].

People's interest in various ornamental plants tends to increase. Koto Tengah District is one of the Districts of Padang City, which is a center for breeding, captive breeding, and sales of ornamental plants, spread in Lubuk Minturun Village, Koto Panjang Ikur Koto Village, Sungai Lareh Village, and Aia Dingin Village. During the Covid-19 pandemic, ornamental plant businesses have decreased in business centers. This is due to the lack of

consumers who come to buy ornamental plants. However, there is an exciting thing about ordering online for those willing and able to market on various social media. In formulating a business strategy, various factors are systematically identified. Identification can be done with a SWOT analysis, which is an analysis based on logic that can maximize strengths and opportunities but simultaneously minimize weaknesses and threats [10].

Based on the background behind this, this study aims to: a) Find out the internal and external factors faced by ornamental plant business actors in Koto Tengah District. b) Analyze the marketing strategy of the ornamental plant business in Koto Tengah District.

2 Literature Review

2.1 Ornamental Plants

Ornamental plants are plants whose primary function is as decoration. The decorative function is intended as a giver of beauty and attractiveness or can be enjoyed visually, whether planted in the yard or the room. Ornamental plants can create beauty and attractiveness in an object because of its shape and color [8]. In addition, it also has economic value for indoor and outdoor decoration purposes. Because it has an economic meaning, even ornamental plants can be cultivated into a business that promises big profits [8]. Apart from being sold at supermarkets or outlets and rented out as potted plants to decorate the room, the business prospect of ornamental plants is a component of room decoration. Wedding events, seminars, meetings, exhibitions, or various ceremonial and non-ceremonial events require decorations in the form of ornamental plants in pots. For decorators, the presence of ornamental plants in pots among their creations will provide added value to their services, meaning that the prices offered can also be raised higher when compared to decorations without colorful ornamental plants in pots [11]

2.2 Marketing

Marketing is a series of activities carried out by companies to stimulate demand for their products or services and ensure that products are sold and delivered to customers [12]. Furthermore, marketing is defined as all activities that aim to facilitate the flow of goods and services from producers to consumers most efficiently to create effective demand [13].

According to Drs. M. Mursid (2010), in advanced marketing management, the marketing activities of a company are defined as follows [14]. Marketing management is a part of the company's activities, closely related to the market situation. The activity consists of:

1. Knowing special needs and interests market
2. Creating and ensuring the existence of products that meet market needs.
3. Create and maintain a market for products.

Marketing research is a research activity in marketing that is carried out systematically, starting from the formulation of research objectives, data collection, data processing, and research interpretation. This includes management in the context of problem identification and decision-making for problem-solving. The results of this marketing research can be used for the formulation of marketing strategies in seizing market opportunities [10]

2.3 Marketing Strategy

A marketing strategy is a comprehensive, integrated, and unified plan in the field of marketing that provides guidance on the activities to be carried out to achieve the marketing objectives of a company [15]. Nine marketing strategies can be implemented in the face of competition through price differentiation and product quality, namely:

- a. The Premium strategy is high quality and high price.
- b. The Penetration Strategy is high quality and medium price.
- c. The Super Bargain strategy is high quality and low price.
- d. The overpricing strategy is medium quality and high price.
- e. The Quality Strategy is medium quality and moderate price.
- f. Bargain strategy is medium quality and low price.
- g. The hit-and-run strategy is low quality and high price.
- h. The counterfeit strategy is low quality and moderate price.

Strategy Cheap goods are low quality and low price.

Various external factors are then designed to ensure the company's main objectives can be achieved through proper implementation by the company to avoid the attacks of its competitors.

2.4 SWOT Analysis

SWOT analysis is a systematic way to identify factors and strategies that describe the best fit among various alternative strategies based on strengths, weaknesses, opportunities, and threats. Defining SWOT as an abbreviation of a company's internal strengths and weaknesses, as well as opportunities and threats in the company's environment [10]

Through a SWOT analysis, several alternative strategies will be obtained, which will then be translated into several program recommendations in the stretch of strategic architecture, which is the final stage. The tools used to develop the company's strategic factors are the SWOT matrix and the SWOT quadrant.

3 Methods

This is qualitative research, which is a process of finding new knowledge using a scale from statements to numbers and data as a reference to conclude [9]. In this study, the data in the form of statements will be made in the form of quantitative data to facilitate the process of processing research data from the program and obtain output in the form of processing results. Then, the output of the data processing results is interpreted and analyzed.

The data to be collected in this study consists of two types, primary data and secondary data, that are related to this research. The tool used to obtain primary data is a questionnaire. Secondary data in this study were obtained from several related agencies, the internet, and other information related to this research.

4 Results

4.1 Analysis Descriptive Internal and External Factors

Table 1. SWOT matrix diagram.

Internal factors	Strength (S)	Weakness (W)
	<p>S1 Average experience in the Ornamental plants business.</p> <p>S2 The location has become a center and is known to the public.</p> <p>S3 Access and infrastructure facilities to the location are smooth.</p> <p>S4 Has many types of ornamental plants</p> <p>S5 Open with technology in marketing</p>	<p>W1 Frequent employee changes</p> <p>W2 Weak promotional activities product</p> <p>W3 Business location is not owned alone</p> <p>W4 Not maximizing Digital Technology.</p> <p>W5 Weak accessibility of business networks and capital.</p>
External Factors		
Opportunities (O)	SO STRATEGY	WO STRATEGY
<p>O1 The growing trend of working from home (WFH) and Caring for Flowers at Home.</p> <p>O2 Increased demand for flowers during the pandemic.</p> <p>O3 High community response during a pandemic.</p> <p>O4 Strategic sales location.</p> <p>O5 Good quantity and quality of ornamental plants</p>	SO	WO
Threats (T)	STRATEGY	WT STRATEGY
<p>T1 condition of ornamental plants that are susceptible to pests and diseases</p> <p>T2 business locations that are close together</p> <p>T3 plant conditions affect the weather</p> <p>T4 The Covid-19 pandemic has hampered people's mobility</p>	ST	WT

T5 business strategies that are easy to imitate		
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4.2 Pick Up Stage Decision

To determine the quadrant of the position of ornamental plants business actors in Koto Tangah District it can be done by first determining the external strategy. Summary Factor Analysis (EFAS) by giving weights, ratings, and comments. Then, determine the internal strategy of Summary Factor Analysis (IFAS) by giving weights, ratings, and comments. After EFAS and IFAS are determined, the next step is to examine the difference between opportunities and threats and between strengths and weaknesses. More details can be seen in the table below:

Table 2. EFAS structure of SWOT analysis.

External Factor Strategy	Quality	Rating	QxR
OPPORTUNITIES			
The growing trend of working from home (WFH) and Caring for Flowers at Home	0,115	4	0,460
Increased demand for flowers during the Pandemic	0,087	3	0,261
High community response during a pandemic	0,104	4	0,416
Strategic sales location	0,093	4	0,372
Good quantity and quality of ornamental plants	0,109	3	0,327
			1,836
THREATS			
Condition of ornamental plants that are susceptible to pests and diseases	0,082	3	0,246
Business locations that are close to each other	0,109	3	0,327
Plant conditions affect the weather	0,093	3	0,279
The Covid-19 pandemic has hampered people's mobility	0,115	2	0,230
Business strategies that are easy to imitate	0,093	2	0,186
			1,268
TOTAL	1,000		

Source: Data processed, 2021

The difference between opportunities and threats = the weighted value of the opportunity rating (O = 1.836) reduced by the weight of the threat rating (T = 1.268) so that the result = 1.836 – 1.268 = 0.568. Because the result is positive, then it lies in the opportunity.

Table 3. IFAS structure of SWOT analysis.

Internal Factor Strategy	Quality	Rating	QxR
STRENGTH			

Average experience in the Ornamental plants business	0,116	4	0,464
The location has become a center and is known to the public	0,083	4	0,332
Access and infrastructure facilities to the location are smooth	0,116	4	0,464
Has many types of ornamental plants	0,083	3	0,249
Open with technology in marketing	0,110	3	0,330
Amount			1,839
WEAKNESS			
Frequent employee changes	0,094	3	0,282
Weak promotional activities, product	0,105	2	0,210
Business location is not owned alone	0,094	3	0,282
Not Maximizing Digital Technology	0,110	2	0,221
Weak accessibility of business networks and capital	0,088	2	0,176
Amount			1,171
TOTAL	1,000		

Source: Data processed, 2021

4.3 SO Strategy

S1O3 multiplies the flowers that are popular with consumers. Business actors must multiply the flowers favored by consumers so that this business continues to grow and has excellent opportunities in the future. By way of business, actors or employees can find out what types of flowers are most favored by consumers. These flowers must be sold a lot in the ornamental plant business in Koto Tengah District, Padang City so that the business will grow.

S2O1 Make a place or business location a trendsetter so that it is known to everyone. The urban areas of Lubuk Minturun, Lareh River, Aia Dingin, and Koto Panjang Ikua City, Koto Tengah District, are business locations that have become centers and are known to the public with their ornamental plant business. It is just a matter of how these locations become more booming or trendsetters for the community, especially with the policy of working from home.

S5O4 Cooperating with online sales (marketplace) and registering a place of business on Google Maps. Technology is standard. Besides that, signals and location applications have reached the area, making it easier for marketing through digital marketing, on-site locations, delivery via online motorcycle taxis, and access to digital markets.

S5O3 promotes with various online media more unique and more varied flowers. Online media can be used to inform the public as consumers that the products we sell can be seen directly with various models, shapes, and prices. To be sure, choose online media that can reach the consumer market of business actors.

S4O3 Always maintain the quality of flowers and take care of flowers every day. For the flowers to look beautiful, employees must be extra careful in caring for flowers, and the plants must be considered every day so that they can be protected from pests and diseases. That way, people are confident about the quality of ornamental plants in the Koto Tengah sub-district, especially the villages of Koto Panjang, Ikuu Koto, Lubuk Minturun, Lareh River and Aia Dingin.

5 Conclusion

Based on the SWOT analysis conducted in this study, it can be concluded that:

1. Internal factors are strengths and weaknesses. Strengths are Average Experience in the Ornamental plants business, the location has become a center and is known to the public, access and infrastructure to the location are smooth, Has many types of ornamental plants, is Open to technology in marketing. Meanwhile, the weaknesses include frequent employee turnover, weak promotional activities, non-owned business locations, not optimal digital technology, and Weak accessibility of business networks and capital. External factors are opportunities and threats. Opportunities include the development of WFH trends and caring for flowers at home, increased demand for flowers during a pandemic, high community response during a pandemic, strategic location, and good plant quantity and quality. In comparison, the threats include the condition of flowers susceptible to pests, adjacent business locations, plant conditions that affect the weather, the COVID-19 pandemic hampering mobility, and business strategies that are easy to imitate.
2. The right marketing strategy in business, namely the Marketing Mix strategy, is supported by the use of digital technology in the promotion and marketplace in addition to strengthening products and competitive prices.

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